



MISSION TOOL

WHY ARE YOU HERE?

Use this tool to define your ambition and your “Why”

Why does your organisation or company exist?



You will need to find your superordinate goals. Goals that transcend your organisation in three ways:

- 1. THEY ARE MORE SIGNIFICANT TO YOUR ORGANISATION THAN FINANCIAL RETURN**
- 2. THEY ARE LONG-LASTING AND WILL BE TRUE IN 50 YEARS**
- 3. THEY ARE MEANINGFUL TO STAKEHOLDERS OUTSIDE YOUR ORGANISATION**

To get closer to your ambition statement
answer the following questions:

1. WHICH KIND OF HIGHER RETURN DO YOU WANT THE WORLD TO HAVE TOMORROW?

2. WHICH PRECISE BENEFITS DO YOU WANT IN RETURN?

3. WHOSE WEALTH DO YOU WISH TO ENHANCE?

4. WHO WILL GAIN THE WEALTH* YOU CREATE?

*Wealth, understood as true human wealth including good health, happiness, feeling safe, being able to provide for yourself and your loved ones etc.

Also what will you not do?

Give yourself some constraints to show that you take a sustainable approach to the world. Answer these questions:

1. WHAT ACTIONS SHOULD WE GUARD OURSELVES FROM, SO THE COMMON WEALTH ISN'T DAMAGED?

2. WHAT WON'T WE PRODUCE?

3. WHICH PROCESSES AND RAW MATERIALS ARE WE NOT GOING TO USE?

4. WHICH CATEGORIES OF PRODUCTS AND SERVICES WILL WE NOT OFFER?

What do you do?

NOW CONDENSE ALL YOUR ANSWERS INTO ONE SENTENCE:

Ex: Google: You can make money without doing evil.

Ex: Patagonia: "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."

Based on Umair Haque "[Betterness - economics for humans](#)"

WANT TO KNOW MORE?



If you get stuck, you are always welcome to ask questions in the community. And remember to answer other members' questions as well!

No one should do things alone! Remember to reach out. There is always someone who has had the same experience and who is ready to help.

Many people have said and written wise words about the art of pitching. If you are curious and want to dig deeper, there are links to books, TEDtalks and online resources in the [NUKIGA Library](#).



Finally, don't hesitate to contact us at academy@nukiga.dk if you have anything you want to share :)

TOGETHER WE ARE STRONGER, WISER AND RICHER!